

RVDA STRATEGIC PLAN
March 2009

VISION

- RVDA is the dynamic leader in a cooperative industry effort which expands the market and achieves total customer loyalty.
- Our professional members make a substantive contribution to the quality of life of all stakeholders – customers, employees, dealer principals, their communities, and industry partners.
- RV consumers have high expectations and enjoy reliable products in attractive surroundings, serviced by a network of dealers who support the enjoyable and hassle-free use of RV products.
- All RV retailers want to be RVDA members because, regardless of size or volume, they see substantial benefit from association leadership through education programs, advocacy, future trend analysis, products, and services.
- RVDA positively influences the business and industry environment affecting its members, through legislation, brand committees, and industry collaboration.

MISSION

RVDA assists dealer members in being professional, successful, and profitable in order to achieve total customer loyalty through education, industry leadership, member services, proactively influencing legislation, and market expansion.

CORE PURPOSE

To help dealer members achieve and maintain success.

GUIDING PRINCIPLES

1. PROFESSIONAL DEVELOPMENT AND EDUCATION

While continually seeking new and innovative ways to operate RV businesses, RVDA is committed to sharing proven methods and practices in the spirit of encouraging the highest professional standards for dealers of all sizes.

2. PROFESSIONALISM AND INTEGRITY

RVDA is dedicated to the highest standards of professional and personal integrity. We value our members, employees, and customers and those who supply our products and services, and we accept the responsibility to lead in the pursuit of excellence. We will build trust among fellow dealers and industry partners in order to create a more favorable image to our customers. We are committed to support and participate in our civic and association activities for the betterment of our industry.

3. EQUITABLE MEMBER PARTICIPATION

RVDA encourages dealers of all sizes to participate in association affairs on a local/state/national level.

4. INDUSTRY TEAMWORK

RVDA will accomplish our mission through cooperative industry partnering for the purpose of defining and achieving mutual goals. RVDA recognizes the importance of each segment of the RV industry in assuring our mutual success.

5. ADVOCACY

RVDA is the leading advocate on public policy and industry issues that impact RV dealers.

WILDLY IMPORTANT GOALS

Increase the availability of affordable/competitive wholesale financing from 4 to 6 and retail financing from 26 to 39 by 12/31/09.

Exceed RVDA's FY 2009 revenue while maintaining authorized expense levels in FY 2010.